

Industry and Enterprise Research II

Syllabus Number

MAN-304

Elective

2 credit

ISAMU,SEKINE

1. Course Description

In this course, we will practically learn the ICT industry and ICT companies.

The digital technology has changed the rule of competition and disrupted conventional industries in the global market. The COVID-19 has accelerated the change and Satya Nadella (CEO of Microsoft) said "Covid-19

pandemic has accelerated digital transformation across sectors and What we are going to think about during 2030 is probably going to be true in 2025". In such a situation, the US big tech companies such as GAFAM have dramatically increased their corporate values (market capitalization) and their values exceeded the entire values of Japanese companies listed in the Tokyo Stock Exchange Market. In the last half, we will highlight GAFAM companies and explore their growth algorithm and business models. Other than the exploration, because this course is designed for junior students, we will learn and introduce individual companies in the "Industry Map (Gyokai Chizu)" to prepare for upcoming 'Shukatsu'.